



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER OF PATENTS AND TRADEMARKS
Washington, D.C. 20231
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/577,658	05/25/2000	April A. Owen	BS99-199	6903

28970 7590 03/21/2003

BRETT C. MARTIN
1650 TYSONS BOULEVARD
MCLEAN, VA 22102

EXAMINER

HECK, MICHAEL C

ART UNIT	PAPER NUMBER
----------	--------------

3623

DATE MAILED: 03/21/2003

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary

Application No.

09/577,658

Applicant(s)

OWEN ET AL.

Examiner

Michael Heck

Art Unit

3623

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
- Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 25 May 2000.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-26 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-26 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☒ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 25 May 2000 is/are: a) ☐ accepted or b) ☒ objected to by the Examiner.
- Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
- 11) ☐ The proposed drawing correction filed on _____ is: a) ☐ approved b) ☐ disapproved by the Examiner.
- If approved, corrected drawings are required in reply to this Office action.
- 12) ☐ The oath or declaration is objected to by the Examiner.

Priority under 35 U.S.C. §§ 119 and 120

- 13) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. _____.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
- * See the attached detailed Office action for a list of the certified copies not received.
- 14) ☐ Acknowledgment is made of a claim for domestic priority under 35 U.S.C. § 119(e) (to a provisional application).
- a) ☐ The translation of the foreign language provisional application has been received.
- 15) ☐ Acknowledgment is made of a claim for domestic priority under 35 U.S.C. §§ 120 and/or 121.

Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☐ Information Disclosure Statement(s) (PTO-1449) Paper No(s) _____.
- 4) ☐ Interview Summary (PTO-413) Paper No(s). _____.
- 5) ☐ Notice of Informal Patent Application (PTO-152)
- 6) ☐ Other: _____.

Art Unit: 3623

DETAILED ACTION

1. The following is a First Office Action in response to the application filed 25 May 2000. Claims 1-26 are pending in this application and have been examined on the merits as discussed below.

Drawings

2. New corrected drawings are required in this application because they are illegible. Figures 2-7 have reference numbers indicated in the dark background of the screen display making it extremely difficult to identify. In addition, the reference numbers are partially truncated with the line from the reference number to the feature being broken. For example, figure 4, reference number 402, has the number 4 missing. Applicant is advised to employ the services of a competent patent draftsman outside the Office, as the U.S. Patent and Trademark Office no longer prepares new drawings. The corrected drawings are required in reply to the Office action to avoid abandonment of the application. The requirement for corrected drawings will not be held in abeyance.

3. The drawings are objected to under 37 CFR 1.83(a) because they fail to show reference number 216 on figure 2, exit button, as described in the specification on page 12, line 19. Any structural detail that is essential for a proper understanding of the disclosed invention should be shown in the drawing. MPEP § 608.02(d). A proposed drawing correction or corrected drawings are required in reply to the Office action to avoid abandonment of the application. The objection to the drawings will not be held in abeyance.

Specification

4. The disclosure is objected to because of the following informalities:
 - a. Page 5, line 16 states "provisions that facilitate and simply the retrieval". It should read --provisions that facilitate and simplify the retrieval--.
 - b. Page 16, line 9 states "function buttons such as erase 506". Reference number 506 represents the information regarding the user interaction with the database per Page 16, line 6, and figure 5. Reference number 507 on figure 5 points to the erase button. The examiner recommends the statement be changed to read --function buttons such as erase 507--.
 - c. Page 19, line 5 and line 8 indicate two separate meanings for reference number 712. Line 5 indicates that reference number 712 is a button allowing the user to browse by man fid or customer code, and line 8 indicates reference number 712 is a series of indicators. Figure 7 show reference number 712 as indicating a series of indicators. No other reference number is unaccounted for. The examiner respectfully submits that a new reference number was intended to represent the button that allowed users to browse by man fid or customer code and was not indicated on figure 7.
5. The above citation is a mere guide. Applicant is requested to review the specification thoroughly to eliminate additional errors. Appropriate correction is required.

Claim Rejections - 35 USC § 102

6. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

Art Unit: 3623

A person shall be entitled to a patent unless –

(b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

7. Claims 1-7, 9, 10, 12-17, 19, 20, 22, 24, and 25 are rejected under 35 U.S.C. 102(b) as being anticipated by Zarowitz et al. (Zarowitz et al., Using Technology to Maximize Marketing Opportunity: PR Management for the 21st Century, Public Relations Tactics, New York, Vol. 5, Issue 11, November 1998, page 18 [PROQUEST]). Zarowitz et al. discloses a contact management system comprising:

- [Claim 1] the steps of: receiving a first item of contact information from one of a plurality of sales reps; storing the first item of contact information and associating the contact information with a particular entity; and receiving a second item of contact information from one of a plurality of sales reps, wherein the second item of contact information is received after the first item of contact information, wherein the first and second items of contact information are made available to the plurality of sales reps (Col. 1, para 7 to Col. 2, para 1, Zarowitz et al. teaches a team that is sharing contact information and history using one database. Each person can see what your file says and what the rest of the team is saying.).
- [Claim 2] the first item of contact information is received through a web site (Col. 4, para 1, Zarowitz et al. teaches the contact management system can collect information from the Internet).
- [Claim 3] the first item of contact information is received from a first sales rep and the second item of contact information is received from a second sales rep (Col. 1, para 7 to Col. 2, para 1, Zarowitz et al. teaches a team that is sharing contact information and history using one database. Each person can see what your file says and what the rest of the team is saying.).
- [Claim 4] the first and second items of contact information are sent to a third sales rep (Col. 1, para 7 to Col. 2, para 1, Zarowitz et al. teaches a team that is sharing contact information and history using one database. Each person can see what your file says and what the rest of the team is saying.).
- [Claim 5] the entity is a business (Col. 1, para 4, Zarowitz et al. teaches contact management software retrieves business-related information).

Art Unit: 3623

- [Claim 6] the first item of contact information is associated with a sales rep (Col. 1, para 3 and Col. 4, para 2, Zarowitz et al. teaches a contact management system that can empower your staff to maximize marketing opportunities and successes. Data gathering could be invaluable to the sales department.).
- [Claim 7] the first item of contact information is characterized as having a first quality related to the quality of the contact, and wherein the second item of contact information is characterized as having a second quality related to the quality of the contact, and wherein the first quality is different than the second quality (Col. 1, para 4, Zarowitz et al. teaches contact management software retrieves business-related information).
- [Claim 9] reports are generated, including a follow up list (Col. 2, para 2 and 7, Zarowitz et al. teaches the contact management software allows you to set up reports to track the progress of a project and allows you to enter information to include when you scheduled follow-ups).
- [Claim 10] the follow up list is sorted chronologically (Col 2, para 5, Zarowitz et al. teaches the process can automatically populate the contact records to schedule a follow-up call. The examiner interprets schedule to imply chronological order.).
- [Claim 12] the steps of: receiving a first item of contact information from a first sales rep; storing the first item of contact information in a database and associating the contact information with a particular entity; and permitting a second sales rep to access the database and retrieve the first item of contact information (Col. 1, para 7 to Col. 2, para 1, Zarowitz et al. teaches a team that is sharing contact information and history using one database. Each person can see what your file says and what the rest of the team is saying.).
- [Claim 13] the first item of contact information is received through a web site (Col. 4, para 1, Zarowitz et al. teaches the contact management system can collect information from the Internet).
- [Claim 14] the first item of contact information is received from a first sales rep and the second item of contact information is received from a second sales rep (Col. 1, para 7 to Col. 2, para 1, Zarowitz et al. teaches a team that is sharing contact information and history using one database. Each person can see what your file says and what the rest of the team is saying.).
- [Claim 15] the first item of contact information is characterized as having a first quality related to the quality of the contact, and wherein the second item of contact information is characterized as having a second quality related to the quality of the contact, and wherein the first quality is different than the second quality (Col. 1, para 4, Zarowitz et al. teaches contact management software retrieves business-related information).

Art Unit: 3623

- [Claim 16] the entity is a business (Col. 1, para 4, Zarowitz et al. teaches contact management software retrieves business-related information).
- [Claim 17] the first item of contact information is associated with a sales rep (Col. 1, para 3 and Col. 4, para 2, Zarowitz et al. teaches a contact management system that can empower your staff to maximize marketing opportunities and successes. Data gathering could be invaluable to the sales department.).
- [Claim 19] reports are generated, including a follow up list (Col. 2, para 2 and 7, Zarowitz et al. teaches the contact management software allows you to set up reports to track the progress of a project and allows you to enter information to include when you scheduled follow-ups).
- [Claim 20] the follow up list is sorted chronologically (Col 2, para 5, Zarowitz et al. teaches the process can automatically populate the contact records to schedule a follow-up call. The examiner interprets schedule to imply chronological order.).
- [Claim 22] the steps of: receiving customer contact information related to a customer contact from the employee, including information related to the quality of the customer contact; storing the customer contact information related to the employee for a period of time; and producing a report for the period of time, the report including at least some of the customer contact information collected for the period of time (Col. 1, para 7 through to Col. 2, para 1, and Col. 2, para 7 through to Col. 3, para 1, Zarowitz et al. teaches a team that is sharing contact information and history using one database. Each person can see what your file says and what the rest of the team is saying. Reports can be set up to track the progress of a project and help track placements, modify marketing strategies, and demonstrate accountability.).
- [Claim 24] a interface portion communicating with a plurality of employees and adapted to send and receive information from the plurality of employees; and a database in communication with the interface portion, the database comprising memory and information in the memory, including information related to a customer, wherein the system permits one of the plurality of employees to store information related to the customer and permits another of the plurality of employees to retrieve information related to the customer (Col. 1, para 7 to Col. 2, para 1, Zarowitz et al. teaches a team that is sharing contact information and history using one database. Each person can see what your file says and what the rest of the team is saying.).
- [Claim 25] a field for receiving the quality of a customer contact (Col. 1, para 4, Zarowitz et al. teaches contact management software retrieves business-related information).

Claim Rejections - 35 USC § 103

8. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

9. Claims **8, 11, 18, 21, 23, and 26** are rejected under 35 U.S.C. 103(a) as being unpatentable over Zarowitz et al. (Zarowitz et al., Using Technology to Maximize Marketing Opportunity: PR Management for the 21st Century, Public Relations Tactics, New York, Vol. 5, Issue 11, November 1998, page 18 [PROQUEST]) in view of Kraft (Kraft, K., There's a Goldmine in Collections! Using Contact Management Software to Manage Your Collection Effort, Newspaper Financial Executives Quarterly, Reston, Vol. 3 Issue 4, Third Quarter 1997, pages 28-29 [PROQUEST]).

10. As to Claims **8, 18, and 26**, Zarowitz et al. discloses a contact management system, but fails to teach the system communicating with a billing system where the billing system automatically interacts with the database and providing billing information to the database. Kraft teaches creating a file in the advertising billing system that could be downloaded in the Goldmine database. The software helped get the Days Sales Outstanding (DSO) numbers down by helping clean up the billing problem. The interface program was written to download information and then update it at month end as well as on a weekly basis (Page 28, Col. 1, para 3 to Col. 2, para 2). Kraft teaches that it was old and well known in the contact management art to have the capability to interface with the billing system to allow for rapid disposition of late

Art Unit: 3623

accounts receivables. It would have been obvious to one of ordinary skill in the art at the time of the applicant's invention to modify Zarowitz et al. with the teaching of Kraft to include the capability to interface with the billing system.

11. Zarowitz et al. discloses that a good contact management software program integrates with other office communications to include access to the Internet. This allows the staff to maximize marketing opportunities and successes. Goldmine software was identified as software to visit on the web (Col. 1, para 3, Col. 3. para 2, Col. 4, para 2, and sidebar). Kraft discloses the concept in sales force automation and contact management also applied to collections. The same information you need for billing is the same information needed for contact management. Goldmine software was modified to display the information (Page 28, Col. 1, para 3 to Col. 2, para 2 and Page 29, Col. 2, para 3). Implementing the integrated link between the contact management software and the billing system would help reduce system redundancies, therefore, cost, and improved cash flow by reducing outstanding accounts receivables.

12. As to Claims 11 and 23 Zarowitz et al. discloses a contact management system, but fails to teach the sales reps being automatically notified of appointed contacts. Kraft teaches using the software features that schedule a reminder to call a customer back and then notifies you when its time to call. Kraft teaches that it was old and well known in the contact management art to have the capability to be automatically notified of appointments with contacts. It would have been obvious to one of ordinary skill in the art at the time of the applicant's invention to modify Zarowitz et al. with the teaching of Kraft to include the capability to be automatically notified of appointments with contacts.

Art Unit: 3623

13. Zarowitz et al. discloses contact management software that includes making appointments and scheduling follow-ups (Col. 2., para 2). Kraft discloses the customer records of the Goldmine contact management software were key to allowing the caller to schedule reminders to call the customer back and then be automatically reminded when it was time to call (Page 29, Col. 1, para 2). To schedule follow-ups and have automatic system notification allows more time to focus on quality contact communication resulting in improved productivity.

Conclusion

14. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

- Melchione et al. (U.S. Pat No. 5,930,764) discloses a Sales and Marketing support system using a customer information database. The system has customer information that can be entered from a plurality of sources stored in a database. Additionally, the system can track customers and generate reports.
- Clark (Clark, D., Salesforce.com Rides Latest Software Revolution, The Wall Street Journal, New York, Eastern edition, December 2, 1999, page B, 10:4 [PROQUEST]) discloses Salesforce.com that helps sales representatives track opportunities, manage contacts, create reports and see how they measure up to other reps in the company. The programs have been modified to run through a web browser.
- Metzler (Metzler, J., Contact Managers Build a Database to Hike Sales, Accounting Today, New York, Vol. 9, issue 18, October 9, 1995, starting page 22 [PROQUEST]) discloses contact management software that has clients, non-clients and contacts into

Art Unit: 3623

a database. The system has integrated activity management and a flexible report generator.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Michael Heck whose telephone number is (703) 305-8215. The examiner can normally be reached Monday thru Friday between the hours of 8:00am - 5:00pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Tariq R. Hafiz can be reached on (703) 305-9643.

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the receptionist whose telephone number is (703) 308-1113.

Any response to this action should be mailed to: Commissioner of Patents and Trademarks, Washington D.C. 20231

The fax phone numbers for the organization where this application or proceeding is assigned are (703) 305-7687 for regular and After Final communications.

The fax phone number for Informal/Draft communication, labeled "PROPOSED" or "DRAFT" is (703) 746-9419.

Hand delivered responses should be brought to Crystal Park 5, 2451 Crystal Drive, Arlington, Virginia, and 7th floor receptionist.

mch
14 March 2003

Susanna Diaz
Susanna Diaz
Patent Examiner
Art Unit 3623